



**FEDERAL EXECUTIVE BOARD GREATER LOS ANGELES
Presents**



CFC CANVAZ

FEBRUARY 2000

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CALENDAR May 22, 2000

You asked for more CFC network sessions!

Our 2nd annual meeting for LFCC and PCFO personnel occurs on Monday, May 22, 2000, in Las Vegas, Nevada.

We are happy to announce that our 1st annual CFC regional awards will be presented at the meeting. Ideally, at least one representative from each CFC will attend and receive any awards. You may want to car-pool with attendees from CFC's en route to minimize expenses. Also, if your results vary from the figures you gave us, please inform us, so you will not miss out on an award.

To plan the best possible meeting, we need to know what will interest and help you the most. By February 25, 2000, Please forward (click on andrea.winkler@m1.irs.gov) your suggestions on

- ❖ Speakers
 - ❖ Speaker topics
 - ❖ Break-out group topics
 - ❖ Format ideas
 - ❖ Any other feedback
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In This Issue

In honor of the year 2000 & to save resources, this is our initial E-mail CANVAZ issue. We need your feedback on anything concerns; otherwise we will assume you can read it easily. It comes in 4 parts to reduce file size. Those of you without e-mail continue to receive a printed version. Please inform us of any new or changed e-mail addresses. Click on andrea.winkler@m1.irs.gov

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The Inquiring Campaigner

This month's question: "What did you do differently that enabled you to improve your fall 1999 results?"

Bob Palmer, PCFO Director for two campaigns, Southern Arizona and Fort Huachuca, attributed improved results to leadership actions: "The leadership was very visible in support of the campaigns and participated at kickoffs and encouraged individual participation." Bob also indicated that the solicitors appeared to listen and learn more effectively at the training the PCFO conducted. Both of these CFC's upped total contributions, total donors, participation percentage, and per capita gift. Southern Arizona increased average gift and raised total donations by 15%. Fort Huachuca gains occurred despite a population decrease.

Indian Wells Valley (Ridgecrest) CFC increased total donations despite a population decrease. The following all improved: number of donors, participation percentage, average gift, and per capita gift. PCFO Director Linda Stirling, in response to your reporter's inquiry, indicated:

"We started with a larger LFCC with representatives from each competency on base, as well as from the other three federal employers in the area. We got a strong commitment from this core group. We strove to involve the three smaller employers more than we had before, and also to get upper management on the base to be committed and more vocal about it. We used a lot more publicity and visibility. We held a poster contest for children of federal employees, with the top two used for our brochure cover and our poster. We held our annual trike race in costume and got a lot of management participation and lots of spectators. The base newspaper not only gave us good write-ups, but they had a section on their web site for CFC and posted pictures from our different events there. We had a strong emphasis on training and motivation, and worked on bringing in more key workers than ever before. Upgrading our efforts in all these areas helped to make a difference this year. Our goals are to Educate, Inform, and Excite the federal community about the CFC, the McDonald's Farm theory, 'E I E Oh!'"

Central Coast CFC had a substantial increase in donations, despite a population decrease. The number of donors, the participation percentage, the per capita gift and the average gift all improved. When your reporter asked PCFO Director Helen Christensen the reasons, she shared the following:

- ❖ The Postal Service conducted a more active campaign and improved participation.
- ❖ A higher percentage of both military and civilian employees was contacted.
- ❖ LFCC Chair Major Jim Stone's leadership was excellent.
- ❖ The PCFO improved its training session.
- ❖ The CFC Brochure was called a DONOR RESOURCE GUIDE and Federal employees were encouraged to retain it for future reference.
- ❖ A FIRST TIME EVER -AGENCY FAIR was held during lunchtime on the day the Project Officer/Key Worker training occurred. A CFC logo cake and punch were served. Charitable agencies set up table displays and passed out their own brochures. The FAIR was held at a central site, the club at Vandenberg Air Force Base. Although no entertainment was held, the base TV crew filmed the base commander as he visited the displays, thus providing good publicity.

Featured Article: Giving & Volunteering in the US

FINDINGS	COMMENTS
his survey, the sixth in a biennial series, was conducted by the Gallup Organization in May 1999, using in-home personal interviews with 2553 adults 18 years of age or older. The sampling error was +/-3%. The study assessed 1998 contributions.	
households contributing to charity: 70%, down from a high of 75% in 1989 and up from 69% in 1995.	CFC Goals: consider a 70% participation goal, citing this in training & speeches. Goals should require reaching beyond our grasp.
average household contribution of those giving: 2.1% of average income (down from 2.5% in 1989) or \$1,075, the highest of the 6 surveys. Since 1993, an increasing number of households (22% in 1998) have contributed at least 3% of household income. The number giving at least 5% rose from 12 to 14%.	CFC Goals: consider asking donors for 2% of income, citing these figures in training & speeches.

After accounting for inflation, the average household contribution decreased 1.2% from 1995 to 1998, even though real household income increased by 1.2%.	The money is available if donors can be persuaded to give.
The level of giving was affected by one's concern about the future. In 1998 67% of respondents worried about having enough money in the future, a 7% drop from 1996. Those not worrying about having enough money in the future gave a higher average per cent of household income, 2.8%, and more of them gave, 77% versus 55% of households with money worries. Those with more money left over than in previous years after paying bills (25% of respondents), increased their participation levels and the amounts given.	In CFC training & speeches, cite the recent Federal pay raise as reason to not worry & to start giving or to give more.
As household income increased, more households reported making contributions. Over 80% of respondents with over at least \$50,000 annual income, contributed. Non-contributing household income averaged \$33,584 (3.3% increase in constant dollars from 1995), compared to contributing household income of \$50,483 in 1998. When measured as a per cent of total household income, households at either end were the most generous. Although a lower % of low-income households reported donations, they gave a higher % of income. Over 1/4 of the respondents with less than \$10,000 were retired and often gave from savings.	It is important to ask for donations from managers & higher income employees, who may not attend kickoffs. Also, Federal retirees are important to CFC success.
The average contribution of all households, contributors and not, was \$754, an increase of 1.3% in real dollar terms since 1995. Average contributions as a proportion of household income stayed at 1.7%, despite a 2% increase in household income after inflation.	This figure resembles our per capita gift. Increasing per capita gift by 2% is a reasonable goal.
African American contributing households slightly decreased average contributions to \$658 since 1995. Fifty-two per cent gave, down 2% since 1995. Almost 63% (up 6%) of Hispanic households reported an average contribution of \$504, or 1.1% of household income. The average contribution and percentage of total household income given decreased slightly since 1995. African Americans and Hispanics had lower participation in household giving than whites (75%), whose average gift was much higher, \$1,174.	Are you proactively ensuring your local CFC charities are representative of all ethnic groups?

Volunteers give more than non-volunteers. In all survey years, volunteer household contributions were two to four times higher than non-volunteer contributions. Among <u>all contributors</u> , during their youth, 77% belonged to a youth group, 82% were active in student government, 78% were active in a religious organization, and 80% volunteered. In addition, 76% saw non-family members help others, 78% raised money door to door for a cause, and 77% wanted to make significant societal changes. Of the group whose parents volunteered, 75% gave to charity.	Identifying these employees may provide the best coordinator and keyworker source.
Of all respondents, 76% attended religious services. Of those attending weekly, 84% made household donations. Religious organizations received the largest share of total contributions (60%, a 2% increase since 1995) and the largest average contribution (\$1002, up from \$868 in 1995).	When "giving to church" is the reason for <u>not</u> giving to CFC, encourage giving to <u>both</u> , citing causes like health, not addressed by churches.
People who itemized deductions on their tax returns gave more than twice the average contribution of non-itemizers, who contributed less than 2/3 of the percentage of their income as the itemizers did.	Continue to stress that CFC contributions are tax deductible & ensure donors have their receipts.
Being personally asked to give by someone personally known was the first-ranked reason (77%) motivating givers. Sixty-five percent were asked and 81% of these gave contributions. Only 50% gave when no one asked. Other motivations were reading or hearing a news story, 47%, and being asked to give at work, 46%.	Stress the need for enough keyworkers, usually 1 per work group, to ask each employee personally to give. Continue to strive for media coverage & set up web sites with stories of Feds helped by CFC agencies.

Non-givers cited these reasons: 69% could not afford to give money; 47% made less than the prior year; 46% preferred spending their money differently; 39% were unsure about being employed next year; and 46% were asked at work to give (reason to not give outside work).	In training and speeches, ask if every Fed can afford \$1 weekly, otherwise spent on something not essential.
After religious organizations, human service received the next largest amount of contributions (9%), followed by health (7%), education (down to 6% from 9% in 1995), youth (5%), and arts, culture, and humanities (ach) (3%). More respondents gave to ach groups in 1998 (11%) than in 1995 (9%), but contributed smaller amounts. A high level of confidence was expressed by 68% (up from 37%) of the respondents in human service organizations, e.g., homeless shelters. Also highly-ranked were private higher education, religious organizations, and youth development organizations.	Consider training and kickoff speakers from these popular causes.
About 79% of donating households reported giving directly by cash or check. Only 1.2% gave over the Internet, but it is an important educational medium for non-profits to inform the public.	Invest in the future by creating web sites now.
The number who gave more than the previous year went from 21% (1996) to 24%. Those who gave less declined from 14% to 12%.	Ask regular givers to increase contribution amounts.
Respondents expressing positive attitudes towards charities gave at much higher rates than those with negative attitudes. More people (62% up from 55% in 1994) believe charities are more effective now in providing services than five years ago. More people (76% up from 71% in 1996) believe charities play a major role in making our communities better places to live. Fewer people (57% down from 61% in 1995) believe most nonprofits were wasteful in their use of funds. Belief that most charitable organizations are honest and ethical in their use of funds was expressed by 62% (up from 60% in 1996) of those polled.	Cite these results in speeches & training for the bandwagon effect.
Fewer people (74% down from 82% in 1994) believe the need for charitable organizations is greater now than five years ago.	Charity speakers & fairs may counteract this belief with examples of needs.

There were more female (52%) than males (48%) contributors. By education level, college graduates participated at the highest rate (81% gave an average of 2% of their household income).

Ensure the personal ask includes these groups.

Both this study and AAFRC's **Giving USA 1999** estimate total individual 1998 giving at \$135 billion. The Baby Boom generation may inherit \$10 trillion in the next 30 years, the largest transfer of wealth ever.

Will CFC receive its share?

Sharing: JOINT PURCHASING

Deep appreciation goes to Jay Gardella, CFC Director in San Diego, for his help on this project. Over half of our 21 CFC's have expressed interest in saving money on brochures, pledge cards and donor gifts in 2000 by combining purchasing for lower unit costs. Once we obtain some vendor prices, we will share them with you in our next **CANVAZ** or at the San Diego OPM Workshop, March 19-21. We hope to see you there! If you have not expressed interest in joint purchasing, it is not too late. Please click on andrea.winkler@m1.irs.gov

Network Directory of 21 Regional CFC's

<i>Combined Federal Campaign</i>	<i>PCFO</i>	<i>Phone FAX E-mail</i>	<i>LFCC Chair</i>	<i>Phone FAX E-mail</i>
Greater Los Angeles	Demetrius Stevenson, Kim Davis, Bob Burnett Greater LA United Way 523 W. 6th Street Los Angeles, CA 90014	(213) 630-2352 (213) 630-2369 lacfc@juno.com or Dstevenson@unitedwayla.org or kdavis@unitedwayla.org	Phil Montez, Civil Rights Com. 3660 Wilshire Bl. #810 L.A., CA 90024	(213) 894 3437 (213) 894 0508 Philip.Montez@USC-CR.Sprint.com
Northern Arizona	Kerry Blume United Way of Northern AZ P.O. Box 577	(520)-773-9813 (520)773-9814 Kerry@InfoMagic.com	Patricia (Allyson) Garcia PO Box 577 Flagstaff, AZ 86002	(520) 556 7246 (520) 556 7090 uwna@infomagic.com

	Flagstaff, AZ 86002			
Maricopa County (Phoenix)	Teri Erickson Valley of the Sun United Way 1515 E. Osborne Rd. Phoenix, AZ 85014	(602) 631-4851 (602) 631-4809 terickson@vsuw.org	Col. Terry Simpson, 56PW/IG 14185 W. Falcon St. Luke AFB, AZ 85309-1629	(602) 856 6149 (602) 856 7606 Terry.Simpson@luke.af.mil
Yuma Area	Jan Martin/Amanda Morales United Way of Yuma Co. 477 S. Orange Av. Yuma, AZ 85364-2268	(520) 783-0515 (520) 782-5463 uwyuma@yahoo.com	Major Rand Brinkman, MCAS, Provost Marshall Ofc. P.O. Box 99127 Yuma, AZ 85369-9127	(520) 341-3126 (520) 341-2429 brinkmanra@ex.yuma.usmc.mil
Southern Arizona (Tucson)	Robert Palmer United Way of Greater Tucson 6840 E. Broadway Tucson, AZ 85710	(520) 722-6000 (520) 722-6066 bpalmer@uwtucsn.theriver.com	LTC Gregg Verser, 355 th WG/CS 5275 E. Granite St. Tucson AZ 85707-3012 ----- Bill King, Office of Inspector Gen., Dept. of Justice PO Box 471 Tucson, AZ 85702-0471 ----- Capt. Ethan Vessels c/o Commander, USAIC Attn. ATZS-CLM Ft. Huachuca, AZ 85613-6000	(520) 228-3685 (520) 228-3191 versergregg@af.mil ----- (520) 670-5243 (520) 670-5246 billking@usdoj.gov ----- (520) 533-2408 (520) 538 1007 vesselse@HUACHU.CA-EMH1.ARMY.MIL
Ft. Huachuca /Cochise County	Ditto	Ditto		
Yavapai County (Prescott)	Jim Robak, Exec. Dir. United Way of Yavapai Co. 122 N. Cortez St., # 107 Prescott, AZ 86301	(520) 778-6605 (520) 771-8858 uwyyc@northlink.com	Frieda Jeffries, Prescott AFSS 6500 Wilkinson Dr. Prescott, AZ 86301	(520) 445 2160 (520) 777-0764 jeffries_frieda@fs.fed.us
Kern, Inyo, & Mono Counties	Nicky Nickelsen Kern County United Way P.O. Box 997 Bakersfield, CA 93302-0997	(661) 325-9423 or 9502 (661) 325-9299 uw@uwKern.org nicky.n@uwKern.org	Art Ornelas, Chair USPS 3400 Pegasus Drive Bakersfield, CA 93380-9998 ----- -----	(661) 392-6102 (661) 392-6149 jrowles@email.usps.gov ----- -----

			Gil Watson, Vice Chair SSA, 5300 Office Park Dr. Bakersfield, CA 93309	(661) 861 4178 (661)861 4246 gilbert.watson@ssa.gov
Indian Wells Valley	Linda Stirling United Way of Indian Wells Valley - 350 E. Ridgecrest Bl., #110 Ridgecrest, CA 93555	(760) 375-1920 (760) 375-1274 uwiwv@iwvisp.com	Trudi Ihle or Cindy Klassen Naval Air Weapons Station Code 830000D, 1 Admin. Cir. China Lake, CA 93555-6100	(760) 939-3412 or 4676 (760) 939-1123 or 4610 ihletl@navair.navy.mil klassencr@navair.navy.mil
Mojave Valley-Barstow	Ed Zall Mojave Valley United Way P.O. Box 362 (210 E. Williams) Barstow, CA 92312-0362	(760) 256-8789 (760) 256-2508 ezuww@aol.com	1 st LT. Leah Conley Adjutant, HQ Battalion Marine Corps Logistics Base Barstow, CA 92311-5013	(760) 577-6 155 (760) 577-6086 CONLEYLL@barstow.usmc.mil
Imperial Valley	Laurie Nilson United Way of Imperial Cty. P.O. Box 1924 El Centro, CA 92244-1924	(760) 352-4535 (760) 352-6013 unitedwy@brawleyonline.com	Christopher Martinez, LFCC Chair & FEA President US Customs Service Office of Internal Affairs 321 S. Waterman Ave. #110 El Centro, CA 92243	(760) 353-4300 or 357-0494 (760) 353-5467 chrismartinez@usdoj.gov

San Diego County	Jay K. Gardella United Way of San Diego Cty. 4699 Murphy Canyon Road San Diego, CA 92123-0261	(858) 636-4114 (858) 492-2054 SdiegoCFC@aol.com	RADM Frederick Ruehe, Cmdr. Naval Base San Diego 937 N. Harbor Drive San Diego, CA 92132-5100	(619) 532-2925 (619) 532-1400 ruehe.frederick@Cnrs.w.navy.mil
Coachella Valley (Palm Springs)	Deborah Allen United Way of the Desert P.O. Box 1990 Palm Springs, CA 92263-1990	(760) 323-2731 (760) 778-1421	Allison Lynn, SSA Dist. Mgr. 275 N. El Cielo Rd., #B 3 Palm Springs, CA 92262 ----- Bob Muller, Postmaster, USPS 4222 Rancho Las Palmas Dr. Rancho Mirage, CA 92270	(760) 325-7674 (760) 322-6927 allison.lynn@ssa.gov ----- (760) 346- 0109 (760) 346-7069 bmuller@email.usps.gov
Western Riverside Area	Elaine Crabtree United Way - Inland Valleys 6215 Rivercrest Dr., # B Riverside, CA 92507-0703	(909) 697-4710 (909) 656-8210 ecrabtree@uwiv.org	Brig. Gen. Tom Gadd Attention: Thomas Cawthon 1351 Graeber St. #105 March AFB, CA 92578-1723	(909) 655-4076 (909) 655-4671 thomas.cawthon@riv.afrc.af.mil
San Bernardino Area	Kent Taylor or Clifford Hackford, Boys & Girls Club 1180 W. 9 St. San Bernardino, CA 92411	(909) 888 6751, 889 5910 (909) 888 1474	Pat Butler P.O. Box 19001 San Bernardino, CA 92423-9001	(909) 335 4547 or 862-0454 (909) 335-4482 pbu2333598@aol.com
South Coast	Cathleen Torpey United Way Santa Barbara 320 E. Gutierrez Street Santa Barbara, CA 93101	(805) 965-8591 (805) 962-3461 ctorpey@unitedwaysb.org	Linda King, IRS 2500 Financial Square Oxnard, CA 93030	(805) 988-2111 (805) 988-6255 lnking@hotmail.com
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29 Palms Area Joshua Tree/Yucca Valley	Ed Will Morongo Basin United Way P.O. Box 986 57500 29 Palms Hwy. Yucca Valley, CA 92286	(760) 366-9722 (760) 228-2408 mbuw@thegrid.net	Capt. Timothy Silkowsky P.O. Box 986 Yucca Valley, CA 92286-0986	(760) 830 5366 (760) 830 4476 silkowskytim@af.mil

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